Top 5 Reasons for Outdoor Advertising by Harry Tan

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Outdoor advertising refers to advertisements placed on billboards, trains, stations, buses, bus stops, and taxis. Itâ€™s an old form of advertising and marketing thatâ€™s been around for years. But just becau itâ€™s old doesnâ€™t mean its effect has withered away. This form of advertising is very useful even for small companies. Still now convinced? Then here are five reasons why you should result to Outdoor Advertising.

1. You need it.

Letâ€™s face it. The only way youâ€™ll be able to get the word out there about your business is to plaster huge â€œI am hereâ€• sign on your forehead. Sure you can always go online but think about how many businesses like yours can be searched on the web. And chances are theyâ€™re better than you. The World Wide Web is too vast a place for you to be heard. Advertisements on televisions, radios, and prints are usually ignored too so youâ€™re luckâ€™s better outdoors.

2. It costs less.

Commercials, radio ads, and print ads can be very expensive. Outdoor advertisements, however, are one of the most cost effective ways to reach you target audience. It costs 80 percent less than television, 60 percent less than print advertisements, and 50 percent less than radio advertising. So if youâ€™re running a small business and want to advertise and reach out to the masses, then Digital Media is the best option for you.

3. All day. Every day.

Outdoor advertisements are available 24 hours a day and 7 days a week. And unlike television, radio and print ads, people canâ€™t just turn it off or ignore it. With this, youâ€™ll be advertising consisten and non-stop which helps in making your audience remembers you. Having consistent ads will guaranty a wider audience.

4. Itâ€™s very flexible.

Outdoor advertising is not only about flat billboards. Advertisements on other public platforms are also considered as outdoor advertisements. It can also be incorporated with other media platforms such as flat screen televisions or projectors. It gives you the opportunity to be more creative with your advertisements.

5. High-tech

Advance technologies have helped shape a new form of outdoor advertising and have provided a new path for things like Train Advertising and digital bus advertising. This makes it easier to capture the attention of your audience. Advertisements are now more interactive which gives the consumers a whole new experience.

Now that you know the reasons why you need outdoor advertising, itâ€™s time to go to the nearest Outdoor Advertising Specialist like SMRT Media, who offers one of the largest outdoor advertising solutions in Singapore by making use of its wide network system. Donâ€™t forget to make sure that you plan ahead to create successful advertising campaigns.

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SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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